

Client: Pembroke Comms Business Travel Association
Source: The Business Travel Magazine
Date: 02/02/2020
Page: 51
Size: 95
Value: 627.95

BTA

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The beginning of a new decade is an apt time to reflect on the progress the business travel industry has made, and to set future goals.

The BTA's members are responsible for 32 million transactions every year, and we will work closely with them to raise the profile of the vital role that business travel plays in our national economy.

We will use our position as the authoritative voice of the industry to drive successful, sustainable and safe business decisions and opportunities for the sector.

The BTA will be working to enhance collaboration throughout the supply chain, and leading the development of a robust communication stream. Technological innovation will play a vital role, and the BTA supports that, but as an enabler of human potential rather than a solution in itself.

We'll be shining a light on the critical human element at the heart of every transaction, and advocating enhanced awareness and action on employee wellbeing.

And we'll be focusing on sustainability, building practical solutions that deliver measurable results, and developing a series of tangible commitments for the BTA's members to sign up to.

